



What is [Schema.org](#)?

This site provides a collection of schemas that webmasters can use to markup HTML pages in ways recognized by major search providers, and that can also be used for structured data interoperability (e.g. in JSON). Search engines including Bing, Google, Yahoo! and Yandex rely on this markup to improve the display of search results, making it easier for people to find the right Web pages.

Many sites are generated from structured data, which is often stored in databases. When this data is formatted into HTML, it becomes very difficult to recover the original structured data. Many applications, especially search engines, can benefit greatly from direct access to this structured data. On-page markup enables search engines to understand the information on web pages and provide richer search results in order to make it easier for users to find relevant information on the web. Markup can also enable new tools and applications that make use of the structure.

A shared markup vocabulary makes it easier for webmasters to decide on a markup schema and get the maximum benefit for their efforts. So, in the spirit of sitemaps.org, search engines have come together to provide a shared collection of schemas that webmasters can use.

In Tiki

- Perhaps PluginSchema which is a wizard to help generate your Schema as per <https://github.com/indexzero/node-schema-org/tree/master/schemas>
- Actions could be used in the context of [Visual Programming](#)
 - <http://blog.schema.org/2014/04/announcing-schemaorg-actions.html>
- Tracker fields could have a field for the schema.org vocabulary

Related:

- <http://dataprotocols.org/>
- <http://blog.schema.org/2013/06/schemaorg-and-json-ld.html>
- <http://markdemeny.com/2019/09/using-schema-org-as-a-starting-point-for-headless-wcm/> Headless CMS